

ADV 353 | FALL 2018

GENDER BIAS IN ADVERTISING

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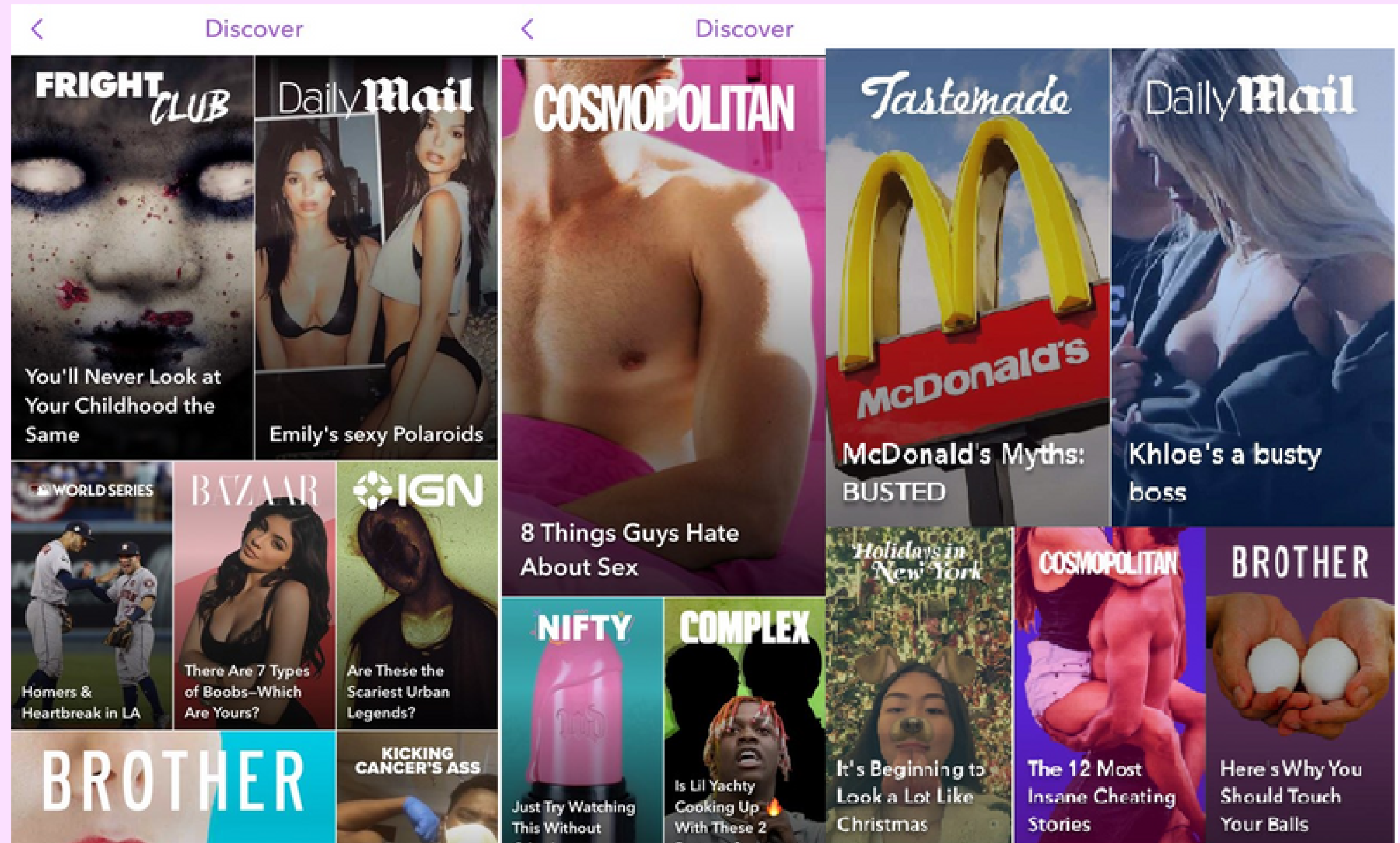
WHY DO WE CARE?

It's a big deal.

WOMEN MAKE OR
INFLUENCE 85% OF
CONSUMER PURCHASES¹

¹ Lacy, L. (2018)

SNAPCHAT AS A PLATFORM



#CALLITOUT

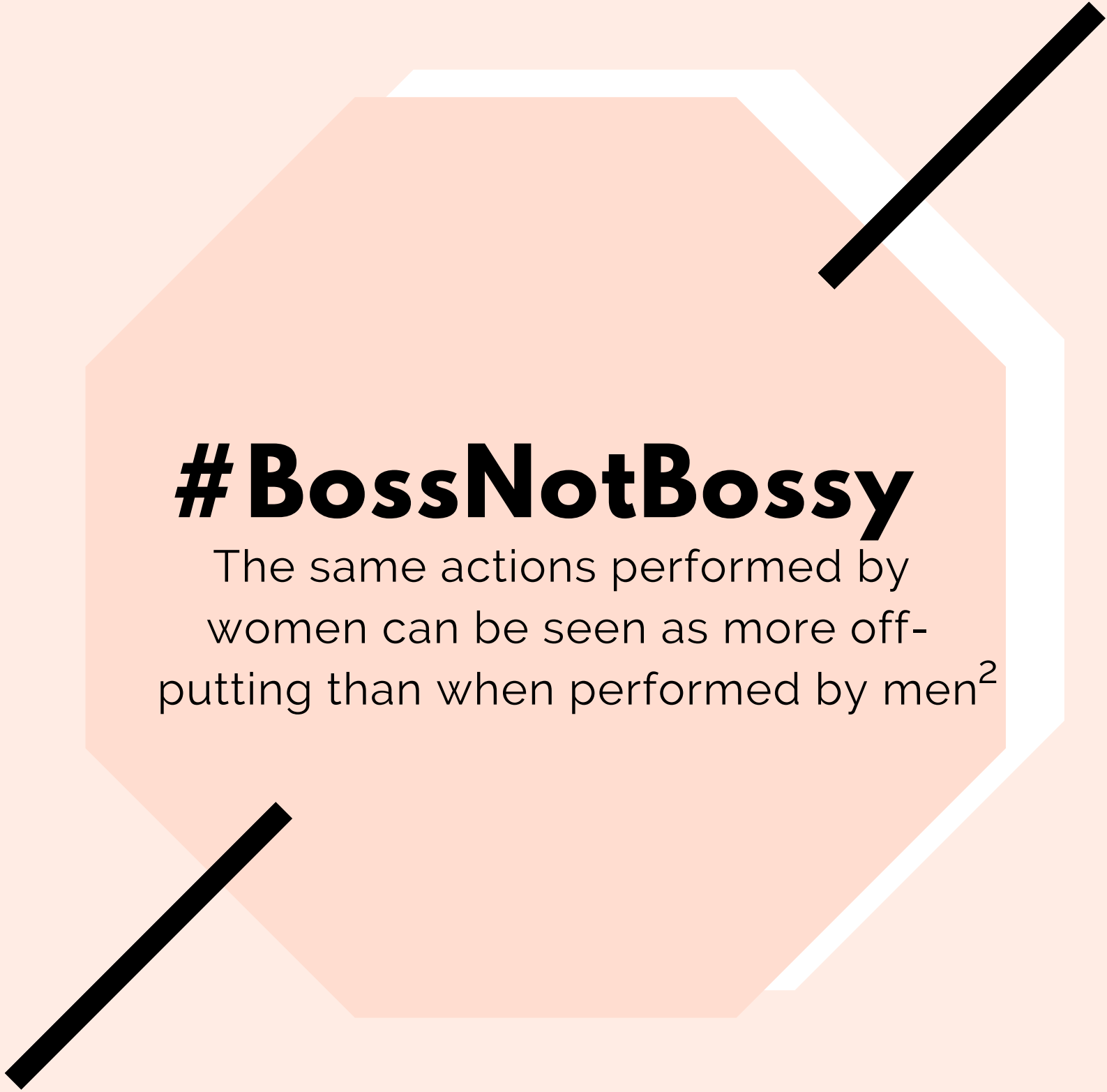
WOMEN ARE NEGATIVELY PORTRAYED
IN 29% OF ADVERTISEMENTS¹

¹ Doshi, N. (2018).



StrongNotSorry

Women apologize significantly more than men²



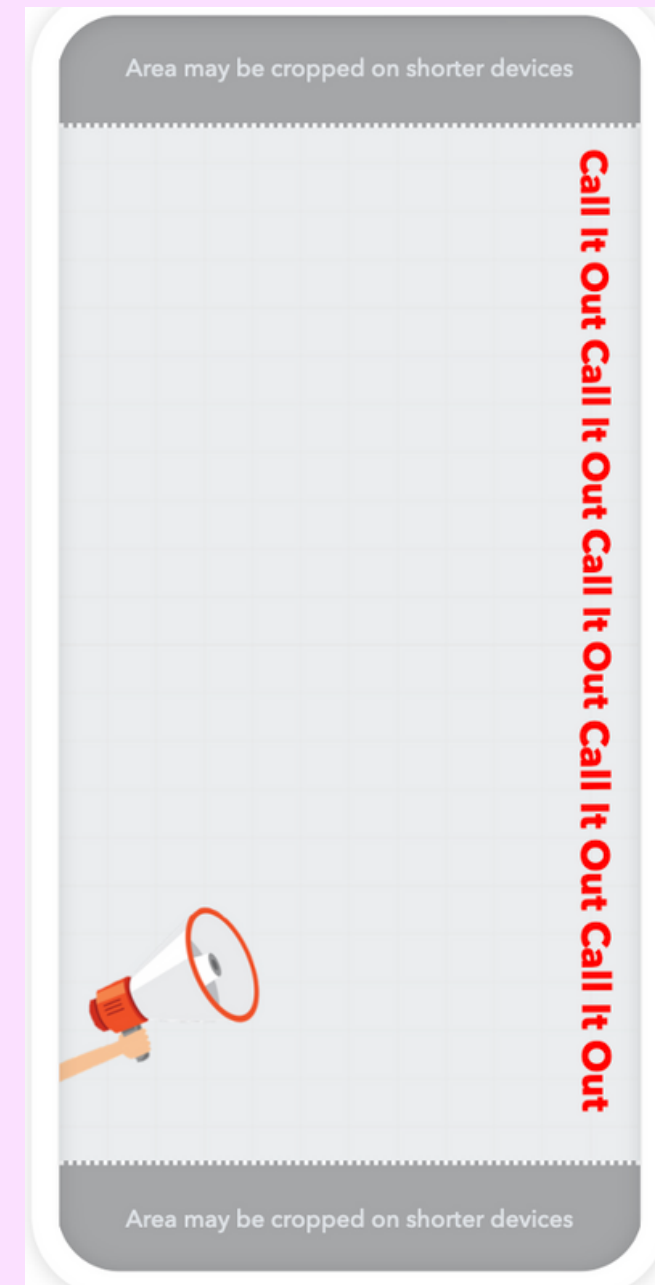
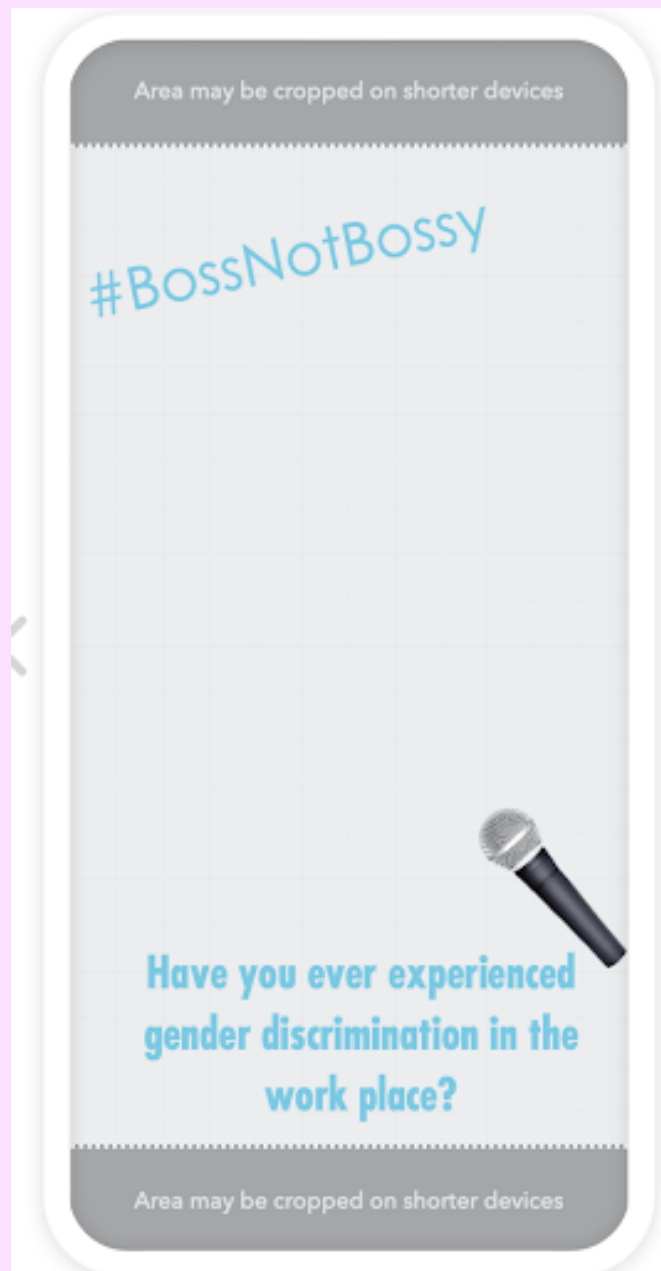
BossNotBossy

The same actions performed by women can be seen as more off-putting than when performed by men²

² Schumann, K., & Ross, M. (2010a)

SPREADING AWARENESS ON SOCIAL MEDIA

SNAPCHAT FILTERS



SPREADING AWARENESS ON SOCIAL MEDIA

TWITTER ACCOUNT

Home Moments Notifications Messages Search Twitter  Tweet





Tweets 5 Following 8 Followers 140 Lists 0 Moments 0 Edit profile

Call_It_Out
@CallItOut6


We are here to educate young women and men of America about putting an end to gender discrimination in all aspects of society. 🍊

Joined December 2018

Photos and videos

Tweets Tweets & replies Media

 **Call_It_Out** @CallItOut6 · 3m
It's #TimeToAct and stand up for all genders in the workplace! #Equality

 **Call_It_Out** @CallItOut6 · 12m
#KnowTheFacts #GenderDiscrimination #Advertising #SpreadAwareness #MakeAChange



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